

## ICM Poll for The Guardian

**Fieldwork dates:** 12-14<sup>th</sup> February 2016

**Interview Method:** Telephone.

**Population effectively sampled:** All adults aged 18+

**Sampling Method, RDD:** Within each government office region, a random sample of telephone numbers was drawn from the entire BT database of domestic telephone numbers. Each number so selected had its last digit randomised so as to provide a sample including both listed and unlisted numbers.

**Sampling Method, Mobile RDD:** A random sample of mobile telephone numbers was generated in proportion to network provider market share. As with the landline process, seed telephone numbers are used to create the mobile RDD sample by randomising the last N digits of the seed number.

**Sample size:** 1,004

**Data weighting:** Data were weighted to the profile of all adults aged 18+ (including non telephone owning households). Data were weighted by sex, age, social class, household tenure, work status and region. Targets for the weighted data were derived from the National Readership survey, a random probability survey comprising 36,000 random face-to-face interviews conducted annually.

The data were further weighted by declared votes in the 2015 general election. The weighting scheme is designed as follows:

### **Weighting by past votes**

1. Respondents are asked whether they voted in the last general election (2015) and if they did, which party they voted for.

2. The sample is weighted by demographics (age, sex, tenure etc). However, after such weighting the declared past votes may not match, exactly, the results of the last election. Partly this is because demographics (by which ICM control the sample) are relatively poorly correlated with vote behaviour. Nevertheless past vote weighting has to be used with caution as some people genuinely forget how they voted.

3. ICM takes the declared past votes on any new poll and adds it to the most recent ICM polls containing the same question. The average of these polls is used in the past vote weighting scheme. (Polls conducted just after the 2015 General Election will obviously rely on only those polls that have been conducted).

4. ICM compares the declared past votes derived in 3) above to the actual result of the last general election and gives a weight of 80% to the results of the last election and 20% to the average of the most recent polls, thereby assuming that most of the difference can be attributed to political imbalance in the sample and to faulty recall.

### **Weighting for turnout**

1. ICM ask respondents to say how likely it is that they will go and vote in a new general election using a ten points scale where 10 means they would be absolutely certain to vote and 1 means they would be certain not to vote.

2. We then weight people by their anticipated turnout. If someone is 10/10 certain to vote, they are given a weight of 1.0. If someone is 9/10 certain to vote they are given a weight of 0.9 etc. People who tell us they are likely to vote in the next General Election but did not vote in the last, are further down-weighted. If someone says they are 10/10 certain to vote but did not vote in 2010, they are given a weight of 0.5. If they say 9/10 certainty, the weight becomes 0.45 etc.

**Voting intentions:** ICM derives vote intentions from 2 questions.

First of all respondents are asked how likely it is that they would be to go and vote in a new election. Those who say they will vote are asked to say which party they would support in a new election. Respondents are then asked whether they voted in 2015 and which party they voted for in that election.

The vote figures shown in the tables are calculated after ICM has excluded those who say they will not vote, refuse to answer the question or don't know who they would vote for (but see below).

### **Adjustment process 1: 'Partial Refuser' Reallocation**

A.) 75% of 2015 Conservative and Labour voters who refuse to answer the vote intention question or say they don't know, are added back to the party they voted for in 2015.

B.) 50% of 2015 voters for all other parties who refuse to answer the vote intention question or say they don't know, are added back to the party they voted for in 2015.

### **Adjustment process 2: 'Total Refuser' Reallocation**

'Total refusers' are people who refuse/DK their future vote intention AND also refuse/DK who they voted for in the previous General Election (2015). Given the lack of any political information about such respondents to date, ICM has excluded them from the vote intention figures. However, our post-2015 Recall Survey revealed that Total Refusers (who were subsequently willing to tell us what they did in the 2015 General Election) split disproportionately across different parties. Indeed, one important observation was that more than half of all Total Refusers actually voted Conservative, with more than twice as many voting Conservative than Labour.

Our new adjustment thus reallocates some Total Refusers back into the poll sample. This is achieved in the following way:

1. The number of Total Refusers on any poll is multiplied by the proportion of Partial Refusers who were (already) re-allocated in Adjustment Process 1. (For example, if 60% of Partial Refusers were added back, then 60% of Total Refusals will be added back).
2. Total Refusers are then multiplied by each party's share of reallocated Partial Refusers. (For example, if 40% of already allocated Partial Refusals were 2015 Conservative voters, then 40% of remaining Total Refusals will be reallocated to the Conservatives).
3. ICM's default position is that Total Refusers *at least* look like Partial Refusers in terms of political make-up. However, given the findings of our Recall Poll, we believe that Total Refusals are probably even more pro-Conservative than pro-Labour. In order to allow for this, the share of Total Refusals added back to the Conservatives is increased by 20% (for example, from the 40% mentioned in (2, above) to 60%), with a corresponding reduction of 20% in the share of Total Refuser reallocation to Labour.

Our expectation is that the combined effects of Adjustments 1 +2 as described above will have the net effect of adding c.1-2 percentage points vote share to the Conservatives, and reduce the Labour vote share by c.0-1 percentage points compared to the pre-2015 ICM adjustment process.

**Further methodological changes:** ICM continues to analyse our data and expect to produce further methodological innovations in the future.

**Questions:** The computer tables attached in PDF format show each question, in full, in the order they were put to respondents, all response codes and the weighted and un-weighted bases for all demographics and other data including but not limited that published .

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**British Polling Council:** ICM is a member of the British Polling Council and abides by its rules. <http://www.britishpollingcouncil.org/>

## Opinion Poll

### CATI Fieldwork : 12th - 14th February 2016

Absolutes/col percents

Table 1

**Q.A Some people have said they would not vote in a new General Election, while others have said they would vote. How certain is it that you would actually vote in a general election if it were held tomorrow?**

**Base: All respondents**

	Gender			Age				Class				Voting Intention					Vote in 2015 General Election						Region					NET: Eng- land		
	Total	Male	Female	18-34	35-44	45-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	UKIP	Green	SNP/ PC/ Other	DNV	Scot- land	Wales	North	Mid- lands		South	
Unweighted base	1004	515	489	238	167	335	264	411	191	153	249	253	271	71	86	77	255	242	76	79	27	59	204	100	50	249	248	357	854	
Weighted base	1004	487	517	282	164	325	233	269	266	223	246	255	250	58	92	75	259	222	56	88	24	49	229	85	50	242	263	364	869	
Certain to vote	(10)	611 61%	290 60%	321 62%	133 47%	90 55%	220 68%	168 72%	191 71%	151 57%	121 54%	149 61%	192 75%	168 67%	36 62%	63 68%	54 71%	204 79%	155 70%	39 70%	64 72%	20 81%	41 85%	40 17%	60 71%	28 55%	141 58%	172 65%	210 58%	523 60%
	(9)	62 6%	35 7%	27 5%	21 7%	11 7%	17 5%	14 6%	19 7%	22 8%	12 6%	8 3%	19 8%	17 7%	9 15%	3 3%	5 7%	17 7%	18 8%	6 11%	4 5%	1 4%	3 5%	8 4%	1 1%	3 5%	12 5%	20 8%	26 7%	59 7%
	(8)	70 7%	38 8%	32 6%	30 11%	12 7%	15 5%	13 6%	17 6%	21 8%	13 6%	18 7%	22 9%	15 6%	5 8%	7 8%	5 7%	15 6%	11 5%	4 7%	5 6%	1 6%	2 4%	22 10%	2 6%	3 6%	20 8%	21 8%	23 6%	65 7%
	(7)	27 3%	15 3%	13 2%	8 3%	2 1%	9 3%	8 3%	4 2%	7 3%	7 3%	9 4%	3 1%	13 5%	2 4%	3 3%	1 2%	1 *	6 3%	2 3%	4 4%	1 3%	- -	7 3%	5 6%	1 3%	7 3%	4 1%	10 3%	21 2%
	(6)	23 2%	11 2%	12 2%	14 5%	3 2%	3 1%	3 1%	2 1%	7 3%	9 4%	5 2%	- -	10 4%	2 3%	4 5%	2 2%	- -	7 3%	* 1%	2 3%	- -	- -	13 6%	3 3%	1 3%	4 2%	5 2%	11 3%	19 2%
	(5)	76 8%	30 6%	46 9%	26 9%	15 9%	25 8%	10 4%	14 5%	20 8%	25 11%	17 7%	13 5%	17 7%	3 5%	6 7%	8 11%	18 7%	11 5%	2 3%	3 4%	- -	- -	36 16%	6 8%	3 5%	28 11%	10 4%	29 8%	67 8%
	(4)	4 *	* *	4 1%	1 *	- -	3 1%	- -	1 1%	3 1%	- -	- -	1 *	2 1%	- -	- -	- -	- -	2 1%	- -	- -	- -	- -	2 1%	- -	1 2%	3 1%	- -	* *	3 *
	(3)	17 2%	12 2%	5 1%	8 3%	6 4%	3 1%	- -	3 1%	9 3%	2 1%	3 1%	4 1%	1 2%	5 1%	* 5%	3 1%	1 1%	- -	3 4%	* 2%	- -	9 4%	- -	- -	2 1%	5 2%	9 3%	17 2%	
	(2)	9 1%	5 1%	4 1%	2 1%	2 1%	3 1%	1 1%	3 *	1 1%	1 *	4 2%	1 1%	3 1%	1 2%	1 1%	- -	- -	2 1%	- -	- -	1 4%	- -	6 3%	- -	2 4%	5 2%	1 *	1 *	8 1%
Certain not to vote	(1)	98 10%	48 10%	50 10%	39 14%	20 12%	25 8%	14 6%	14 5%	21 8%	32 14%	32 13%	- -	- -	- -	- -	1 *	7 3%	3 5%	2 2%	- -	3 6%	80 35%	8 9%	9 18%	18 8%	25 10%	39 11%	82 9%	
Refused		4 *	2 *	2 *	2 1%	1 1%	1 *	- -	2 1%	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	4 2%	- -	- -	- -	1 *	4 1%	4 *	
Don't know		1 *	1 *	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -	1 *
Mean		8.14	8.12	8.15	7.46	7.69	8.45	8.82	8.85	8.09	7.62	7.87	9.31	8.87	9.00	8.76	9.08	9.34	8.91	9.01	8.92	9.32	9.30	4.86	8.46	7.39	8.07	8.43	8.00	8.15
Standard deviation		2.99	3.00	2.99	3.25	3.28	2.81	2.47	2.41	2.91	3.28	3.25	1.57	1.97	1.78	2.15	1.74	1.58	2.20	2.19	2.18	1.88	2.24	3.50	2.82	3.60	2.91	2.88	3.07	2.97
Standard error		0.09	0.13	0.14	0.21	0.25	0.15	0.15	0.12	0.21	0.27	0.21	0.10	0.12	0.21	0.23	0.20	0.10	0.14	0.25	0.25	0.36	0.29	0.25	0.28	0.51	0.18	0.18	0.16	0.10

## Opinion Poll

### CATI Fieldwork : 12th - 14th February 2016

Absolutes/col percents

Table 2

**Q.B The Conservatives, Labour, the Liberal Democrats, UKIP and other parties would fight a new election in your area. If there were a general election tomorrow which party do you think you would vote for?**

**Base: All respondents**

	Gender			Age				Class				Voting Intention					Vote in 2015 General Election							Region					NET: Eng- land
	Total	Male	Female	18-34	35-44	45-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	UKIP	Green	SNP/ PC/ Other	DNV	Scot- land	Wales	North	Mid- lands	South	
Unweighted base	1004	515	489	238	167	335	264	411	191	153	249	253	271	71	86	77	255	242	76	79	27	59	204	100	50	249	248	357	854
Weighted base	1004	487	517	282	164	325	233	269	266	223	246	255	250	58	92	75	259	222	56	88	24	49	229	85	50	242	263	364	869
Conservative	255 25%	128 26%	127 25%	51 18%	45 28%	81 25%	77 33%	85 32%	61 23%	58 26%	50 20%	255 100%	-	-	-	-	206 80%	8 4%	5 9%	4 5%	4 17%	2 3%	24 10%	17 20%	14 27%	44 18%	73 28%	108 30%	224 26%
Labour	250 25%	120 25%	131 25%	85 30%	36 22%	88 27%	41 17%	73 27%	84 32%	35 16%	59 24%	-	250 100%	-	-	-	7 3%	172 78%	7 12%	8 9%	4 18%	6 12%	42 18%	19 23%	9 19%	92 38%	60 23%	69 19%	222 25%
Liberal Democrat/ Liberal	58 6%	26 5%	32 6%	15 5%	13 8%	13 4%	17 7%	18 7%	15 6%	12 5%	13 5%	-	-	58 100%	-	-	4 2%	6 3%	33 60%	-	-	1 2%	12 5%	3 3%	2 4%	8 3%	17 6%	29 8%	54 6%
Scottish National Party/SNP	28 3%	12 2%	16 3%	10 4%	7 4%	8 3%	3 1%	4 2%	12 5%	4 2%	8 3%	-	-	-	28 38%	3 1%	*	*	-	-	23 47%	2 1%	26 30%	-	3 1%	-	-	-	3 *
Plaid Cymru	3 *	2 *	1 *	-	-	3 1%	* *	2 1%	-	1 *	1 *	-	-	-	3 4%	-	1 *	-	-	-	-	2 3%	1 *	-	3 6%	-	-	-	-
Green Party	33 3%	18 4%	15 3%	18 7%	5 3%	9 3%	1 *	8 3%	16 6%	6 2%	4 1%	-	-	-	33 44%	-	4 2%	1 3%	1 1%	11 43%	3 7%	8 4%	1 1%	3 6%	6 2%	4 1%	19 5%	29 3%	
UK Independence Party (UKIP)	92 9%	62 13%	30 6%	20 7%	11 7%	30 9%	32 14%	20 8%	19 7%	28 13%	25 10%	-	-	-	92 100%	-	7 3%	3 2%	1 2%	69 78%	-	1 3%	11 5%	2 3%	6 12%	25 10%	27 10%	32 9%	84 10%
British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	11 1%	6 1%	4 1%	2 1%	3 2%	5 2%	1 *	3 1%	3 1%	1 1%	3 1%	-	-	-	11 14%	1 1%	1 1%	-	1 1%	2 8%	4 8%	1 1%	1 1%	-	1 1%	5 2%	4 1%	10 1%	
Will not vote	98 10%	48 10%	50 10%	39 14%	20 12%	25 8%	14 6%	14 5%	21 8%	32 14%	32 13%	-	-	-	-	-	1 *	7 3%	3 5%	2 2%	-	3 6%	80 35%	8 9%	9 18%	18 8%	25 10%	39 11%	82 9%
Don't know	111 11%	47 10%	64 12%	34 12%	14 9%	37 11%	26 11%	24 9%	20 7%	33 15%	34 14%	-	-	-	-	-	26 10%	18 8%	5 9%	3 3%	3 14%	39 6%	39 17%	4 5%	3 5%	34 14%	30 11%	40 11%	104 12%
Refused	63 6%	17 3%	46 9%	8 3%	10 6%	25 8%	21 9%	17 6%	14 5%	13 6%	19 8%	-	-	-	-	-	4 1%	-	-	-	-	1 1%	9 4%	4 5%	2 3%	11 5%	22 8%	24 7%	57 7%

## Opinion Poll

### CATI Fieldwork : 12th - 14th February 2016

Absolutes/col percents

Table 3

**Data derived from:-**

**Q.A Some people have said they would not vote in a new General Election, while others have said they would vote. I would like to know how certain it is that you would actually vote in a general election?**

**Q.B The Conservatives, Labour, the Liberal Democrats and other parties would fight a new election in your area. If there were a general election tomorrow which party do you think you would vote for?**

Data excludes those who definitely will not vote (10%), don't know who they would vote for (11%) or refuse to answer (6%)

**THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS**

	Gender			Age				Class				Voting Intention				Vote in 2015 General Election							Region					NET: Eng- land	
	Total	Male	Female	18-34	35-44	45-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	UKIP	Green	SNP/ PC/ Other	DNV	Scot- land	Wales	North	Mid- lands		South
Unweighted base	663	353	310	142	104	231	185	299	128	86	150	229	232	59	73	69	214	203	64	71	23	48	34	76	34	157	165	231	553
Weighted base	626	321	305	158	98	212	158	192	172	122	140	228	207	48	78	64	216	181	46	77	19	42	36	62	33	147	166	217	530
Conservative	228	114	114	43	39	74	73	79	54	52	43	228	-	-	-	-	197	7	5	4	4	2	9	16	14	35	69	94	198
	37%	36%	37%	27%	40%	35%	46%	41%	32%	43%	31%	100%	-	-	-	-	91%	4%	10%	5%	18%	4%	25%	26%	41%	24%	42%	43%	37%
Labour	207	100	108	64	28	80	36	65	65	29	48	-	207	-	-	-	7	159	7	8	4	6	15	17	7	74	52	57	183
	33%	31%	35%	41%	29%	38%	23%	34%	38%	24%	35%	-	100%	-	-	-	3%	88%	14%	10%	22%	14%	41%	27%	23%	51%	31%	26%	35%
Liberal Democrat/ Liberal	48	23	26	12	11	11	15	15	14	9	11	-	-	48	-	-	4	6	32	-	-	1	4	3	2	7	14	22	44
	8%	7%	8%	8%	11%	5%	9%	8%	8%	8%	8%	-	-	100%	-	-	2%	3%	69%	-	-	2%	12%	4%	6%	5%	9%	10%	8%
Scottish National Party/SNP	26	12	14	9	6	8	3	4	11	3	8	-	-	-	26	2	*	*	-	-	23	*	24	-	3	-	-	3	
	4%	4%	5%	6%	6%	4%	2%	2%	7%	3%	5%	-	-	-	41%	1%	*	1%	-	-	55%	1%	38%	-	2%	-	-	*	
Plaid Cymru	3	2	1	-	-	2	*	2	-	*	1	-	-	-	3	-	1	-	-	-	2	*	-	3	-	-	-	-	
	*	1%	*	-	-	1%	*	1%	-	*	1%	-	-	-	4%	-	*	-	-	-	4%	1%	-	8%	-	-	-	-	
Green Party	25	13	13	14	4	7	1	7	11	4	3	-	-	-	25	-	4	1	1	10	3	3	1	3	5	3	13	21	
	4%	4%	4%	9%	4%	3%	*	4%	6%	3%	2%	-	-	-	40%	-	2%	3%	1%	50%	8%	9%	2%	8%	4%	3%	6%	4%	
UK Independence Party (UKIP)	78	51	27	14	8	25	31	17	14	23	23	-	-	-	78	-	6	2	1	64	-	1	3	1	5	22	22	27	72
	12%	16%	9%	9%	8%	12%	20%	9%	8%	19%	17%	-	-	-	100%	-	3%	1%	3%	83%	-	3%	10%	2%	14%	15%	14%	13%	14%
Other	9	6	3	2	3	5	*	3	3	1	2	-	-	-	9	1	1	-	1	2	4	1	1	-	1	5	4	9	
	2%	2%	1%	1%	3%	2%	*	1%	2%	1%	2%	-	-	-	15%	1%	1%	-	1%	10%	9%	2%	1%	-	*	3%	2%	2%	

**Opinion Poll**  
**CATI Fieldwork : 12th - 14th February 2016**

Col percents

Table 4  
**Published Vote Intention Figures**  
Percentages derived from the responses of 784 respondents

	<u>Total</u>
Conservatives	39%
Labour	32%
Liberal Democrats	7%
UKIP	11%
Green	4%
SNP	4%
PC	1%
Other	2%

**Opinion Poll**  
**CATI Fieldwork : 12th - 14th February 2016**

Absolutes/col percents

Table 5  
**Q.C/D Voting in May 7th 2015 General Election**

	Unweighted Total	Weighted Total
Unweighted base	1004	1004
Weighted base	1004	1004
Conservative	255 25%	259 26%
Labour	242 24%	222 22%
Liberal Democrat/ Liberal	76 8%	56 6%
Scottish National Party/SNP	34 3%	30 3%
Plaid Cymru	6 1%	4 *
Green Party	27 3%	24 2%
UK Independence Party (UKIP)	79 8%	88 9%
British National Party (BNP)	-	-
Other	19 2%	14 1%
Did not vote	204 20%	229 23%
Refused	54 5%	67 7%
Don't know	8 1%	10 1%



**Opinion Poll**  
**CATI Fieldwork : 12th - 14th February 2016**

Absolutes/col percents

Table 6

**Have you taken a foreign holiday in the last 3 years?****Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1004	1004
Weighted base	1004	1004
Yes	607 60%	604 60%
No	397 40%	400 40%

**Opinion Poll**  
**CATI Fieldwork : 12th - 14th February 2016**

Absolutes/col percents

Table 7  
**Is the house or flat in which you live...?**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1004	1004
Weighted base	1004	1004
NET: Owners	644 64%	633 63%
Owned outright - without mortgage	351 35%	329 33%
Owned with a mortgage or loan	293 29%	304 30%
NET: Renters	349 35%	363 36%
Rented from the council	86 9%	140 14%
Rented from a housing association	84 8%	69 7%
Rented from someone else	179 18%	154 15%
Rent free	11 1%	8 1%

**Opinion Poll**  
**CATI Fieldwork : 12th - 14th February 2016**

Absolutes/col percents

Table 8  
**How many cars are there in your household?**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1004	1004
Weighted base	1004	1004
None	242 24%	216 21%
1	391 39%	415 41%
2	273 27%	280 28%
3+	98 10%	93 9%
Mean	1.30	1.32
Standard deviation	1.17	1.13
Standard error	0.04	0.04

**Opinion Poll**  
**CATI Fieldwork : 12th - 14th February 2016**

Absolutes/col percents

Table 9  
**Current working status**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1004	1004
Weighted base	1004	1004
NET: Working	602 60%	565 56%
Working full time - working 30 hours per week or more	461 46%	448 45%
Working part time - working between 8 and 29 hours per week	141 14%	117 12%
NET: Not Working	402 40%	439 44%
Not working but seeking work or temporarily unemployed or sick	48 5%	63 6%
Not working and not seeking work/ student	58 6%	87 9%
Retired on a state pension only	148 15%	133 13%
Retired with a private pension	122 12%	121 12%
House person, housewife, househusband, etc.	26 3%	35 4%

**Opinion Poll**  
**CATI Fieldwork : 12th - 14th February 2016**

Absolutes/col percents

Table 10  
**SEG**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1004	1004
Weighted base	1004	1004
NET: AB	411 41%	269 27%
A	146 15%	93 9%
B	265 26%	176 18%
C1	191 19%	266 26%
C2	153 15%	223 22%
D	97 10%	98 10%
E	152 15%	149 15%
NET: DE	249 25%	246 25%

**Opinion Poll**  
**CATI Fieldwork : 12th - 14th February 2016**

Absolutes/col percents

Table 11  
**Age**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1004	1004
Weighted base	1004	1004
18-24	85 8%	114 11%
25-34	153 15%	168 17%
35-44	167 17%	164 16%
45-54	177 18%	177 18%
55-64	158 16%	148 15%
65 or older	264 26%	233 23%
Average age	49.34	47.52

**Opinion Poll**  
**CATI Fieldwork : 12th - 14th February 2016**

Absolutes/col percents

Table 12  
**Gender**  
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1004	1004
Weighted base	1004	1004
Male	515 51%	487 49%
Female	489 49%	517 51%

**Opinion Poll**  
**CATI Fieldwork : 12th - 14th February 2016**

Absolutes/col percents

Table 13  
**Region**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1004	1004
Weighted base	1004	1004
Scotland	100 10%	85 8%
North East	46 5%	41 4%
North West	121 12%	115 11%
Yorkshire & Humberside	82 8%	86 9%
West Midlands	84 8%	91 9%
East Midlands	70 7%	74 7%
Wales	50 5%	50 5%
Eastern	94 9%	98 10%
London	138 14%	133 13%
South East	135 13%	144 14%
South West	84 8%	87 9%